

LITIGATION

Tobacco

ABC Lawsuit

18. Why did PM file a \$10 billion lawsuit against ABC?

- (N) ■ We filed a lawsuit against the American Broadcasting Companies and several ABC employees for false and defamatory statements made on ABC's *Day One* news show and other news programs.
- The essential allegation by ABC on those broadcasts was that cigarettes are **"artificially spiked"** with nicotine during the manufacturing process **"in order to keep people smoking."**
- These ^{is} allegations ^{and similar ones made by ABC} are not true, and ABC knows that they are not true.
- ABC was aware of the facts prior to the February 28 *Day One* broadcast. ABC chose to ignore the facts. As a result of the and defamatory statements broadcast by ABC: *among other*
- the price of PM stock declined dramatically;
 - Members of Congress called for investigations into ^{the} *ci-* manufacturing process;
 - Commissioner Kessler of the FDA expressed his concern;
 - President Clinton stated "that really bothered me when I heard that more nicotine was going in to make sure that people were hooked."
- We're seeking redress for the harm caused by ABC's false claim.
- The action we took on March 24 is the most recent example of PM standing up for itself, our ^{shareholders and our} consumers, and the industry.

Day One

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